

Media Scheduling Plan for Omnichannel Campaigns

Campaign Overview

Campaign Name
Objective
Target Audience
Duration
Total Budget

Channel Selection & Allocation

Channel	Budget Allocation	Key Content Types	Main KPIs
Social Media			
Search Engine			
Email			
Display Ads			
In-Store/Offline			

Media Scheduling Calendar

Week	Channel	Key Activities	Tactics / Placements	Notes
1				
2				
3				
4				

Flighting Strategy

- 1. Pulsing
- 2. Continuous
- 3. Flighting

Select and describe the strategy applied for this campaign.

Measurement & Reporting

- Weekly Performance Review
- Channel Attribution Tracking
- Optimization points

- Final Campaign Reporting